



WKMG

ORDER

Print Date 09/13/12 Page 1 of 8

Flight Dates 09/07/12-09/10/12

Contract / Revision

258466 /

Product
ROMNEY FOR PRESIDENT

Original Date / Revision

09/06/12 09/13/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 57

Alt Order # 06306330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 83025

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	87	\$70,571.25	\$83,025.00	0.00	08/27/12	09/10/12	87	\$70,571.25	\$83,025.00
Totals	87	\$70,571.25	\$83,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/10/12	09/10/12	Morn News at 6a Morn News at 6a	CM	6-7a	2-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	2-----		2				\$500.00		0.00			
E 2	WKMG	09/07/12	09/07/12	Morn News at 6a Morn News at 6a	CM	6-7a	----2--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----2--		2				\$500.00		0.00			
E 3	WKMG	09/07/12	09/07/12	CBS This Morning The Early Show	CM	7-9a	----2--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----2--		2				\$350.00		0.00			
E 4	WKMG	09/10/12	09/10/12	CBS This Morning The Early Show	CM	7-9a	2-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	2-----		2				\$350.00		0.00			



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Flight Dates 09/07/12-09/10/12

Hiatus Dates

Original Date / Revision 09/06/12/ 09/13/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 57

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/10/12	09/10/12	CBS This Morning The Early Show	CM	7-9a	2-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----					2	\$350.00		0.00			
E 5	WKMG	09/07/12	09/07/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	----2--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--					2	\$225.00		0.00			
E 6	WKMG	09/10/12	09/10/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	2-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----					2	\$225.00		0.00			
E 7	WKMG	09/10/12	09/10/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	2-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----					2	\$300.00		0.00			
E 8	WKMG	09/07/12	09/07/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	----2--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--					2	\$300.00		0.00			
E 9	WKMG	09/10/12	09/10/12	11-12p Price Is Right Price Is Right	CM	11a-12p	2-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----					2	\$550.00		0.00			
E 10	WKMG	09/07/12	09/07/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----2--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--					2	\$550.00		0.00			
E 11	WKMG	09/10/12	09/10/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	2-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----					2	\$400.00		0.00			
E 12	WKMG	09/07/12	09/07/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----2--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--					2	\$400.00		0.00			
E 13	WKMG	09/10/12	09/10/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	2-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----					2	\$500.00		0.00			
E 14	WKMG	09/07/12	09/07/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----2--	:30	2	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--					2	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		1230-2p CBS Soaps		12:30-2p	-----F----	:30		(\$500.00)		0.00	NM		
Credited															
2	WKMG	09/03/12-09/09/12		1230-2p CBS Soaps		12:30-2p	-----F----	:30		(\$500.00)		0.00	NM		
Credited															
E 15	WKMG	09/10/12	09/10/12	2-3p The Talk The Talk	CM	2-3p	2-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00



WKMG

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Flight Dates 09/07/12-09/10/12

Hiatus Dates

Original Date / Revision 09/06/12/ 09/13/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **57**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKMG	09/10/12	09/10/12	2-3p The Talk The Talk	CM	2-3p	2-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$300.00		0.00						
E 16	WKMG	09/07/12	09/07/12	2-3p The Talk The Talk	CM	2-3p	----2--	:30	2	\$300.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		2-3p The Talk		2-3p	-----F----	:30		(\$300.00)		0.00	NM		
Credited															
2	WKMG	09/03/12-09/09/12		2-3p The Talk		2-3p	-----F----	:30		(\$300.00)		0.00	NM		
Credited															
E 17	WKMG	09/10/12	09/10/12	3-4p Doctors The Doctors	CM	3-4p	2-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$250.00		0.00						
E 18	WKMG	09/07/12	09/07/12	3-4p Doctors Nate Berkus Tu-Th only	CM	Tue-Thu 3-4p	----2--	:30	2	\$200.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		3-4p Doctors		Tue-Thu 3-4p	-----F----	:30		(\$200.00)		0.00	NM		
Credited															
2	WKMG	09/03/12-09/09/12		3-4p Doctors		Tue-Thu 3-4p	-----F----	:30		(\$200.00)		0.00	NM		
Credited															
E 19	WKMG	09/10/12	09/10/12	4-430p Extra Extra	CM	4-430p	2-----	:30	2	\$300.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		4-430p Extra		4-430p	M-----	:30		(\$300.00)		0.00	NM		
Credited															
[M4]															
2	WKMG	09/10/12-09/16/12		4-430p Extra		4-430p	M-----	:30		(\$300.00)		0.00	NM		
Credited															
[M4]															
E 20	WKMG	09/07/12	09/07/12	4-430p Extra Extra	CM	4-430p	----2--	:30	2	\$300.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		4-430p Extra		4-430p	-----F----	:30		(\$300.00)		0.00	NM		
Credited															
2	WKMG	09/03/12-09/09/12		4-430p Extra		4-430p	-----F----	:30		(\$300.00)		0.00	NM		
Credited															
E 21	WKMG	09/10/12	09/10/12	430-5p Inside Edition Inside Edition	CM	430-5P	2-----	:30	2	\$400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$400.00		0.00						



WKMG

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Flight Dates 09/07/12-09/10/12

Hiatus Dates

Original Date / Revision 09/06/12/ 09/13/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **57**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WKMG	09/10/12	09/10/12	430-5p Inside Edition Inside Edition	CM	430-5P	2-----	:30	2	\$400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		430-5p Inside Edition		430-5P	M-----	:30		(\$400.00)		0.00	NM		
Credited															
[M4]															
2	WKMG	09/10/12-09/16/12		430-5p Inside Edition		430-5P	M-----	:30		(\$400.00)		0.00	NM		
Credited															
[M4]															
E 22	WKMG	09/07/12	09/07/12	430-5p Inside Edition Inside Edition	CM	430-5P	----2--	:30	2	\$400.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		430-5p Inside Edition		430-5P	-----F----	:30		(\$400.00)		0.00	NM		
Credited															
2	WKMG	09/03/12-09/09/12		430-5p Inside Edition		430-5P	-----F----	:30		(\$400.00)		0.00	NM		
Credited															
E 23	WKMG	09/10/12	09/10/12	News at 5p News at 5p	CM	5-530p	2-----	:30	2	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		News at 5p		5-530p	M-----	:30		(\$500.00)		0.00	NM		
Credited															
[M4]															
2	WKMG	09/10/12-09/16/12		News at 5p		5-530p	M-----	:30		(\$500.00)		0.00	NM		
Credited															
[M4]															
E 24	WKMG	09/07/12	09/07/12	News at 5p News at 5p	CM	5-530p	----2--	:30	2	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		News at 5p		5-530p	-----F----	:30		(\$500.00)		0.00	NM		
Credited															
2	WKMG	09/03/12-09/09/12		News at 5p		5-530p	-----F----	:30		(\$500.00)		0.00	NM		
Credited															
E 25	WKMG	09/10/12	09/10/12	News at 6p News at 6p	CM	6-630p	2-----	:30	2	\$600.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		News at 6p		6-630p	M-----	:30		(\$600.00)		0.00	NM		
Credited															
[M4]															
2	WKMG	09/10/12-09/16/12		News at 6p		6-630p	M-----	:30		(\$600.00)		0.00	NM		
Credited															
[M4]															
E 26	WKMG	09/07/12	09/07/12		CM	6-630p	----2--	:30	2	\$600.00	P-2	0.00	NM	0	\$0.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News at 6p											
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	----2--			2		\$600.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	09/03/12-09/09/12	News at 6p			6-630p	-----F----	:30	(\$600.00)	0.00	NM				
				Credited											
				[3950 CREDIT]											
2	WKMG	09/03/12-09/09/12	News at 6p			6-630p	-----F----	:30	(\$600.00)	0.00	NM				
				Credited											
				[3950 CREDIT]											
E 27	WKMG	09/07/12	09/07/12	News at 7p	CM	7-7:30p	----1--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	----1--			1		\$800.00	0.00					
E 28	WKMG	09/10/12	09/10/12	News at 7p	CM	7-7:30p	2-----	:30	2	\$800.00	P-2	0.00	NM	0	\$0.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	2-----			2		\$800.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	09/10/12-09/16/12	News at 7p			7-7:30p	M-----	:30	(\$800.00)	0.00	NM				
				Credited											
				[3950 CREDIT]											
2	WKMG	09/10/12-09/16/12	News at 7p			7-7:30p	M-----	:30	(\$800.00)	0.00	NM				
				Credited											
				[3950 CREDIT]											
E 29	WKMG	09/10/12	09/10/12	M-F 11p News	CM	11-1135p	2-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	2-----			2		\$1,200.00	0.00					
E 30	WKMG	09/07/12	09/07/12	M-F 11p News	CM	11-1135p	----2--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	----2--			2		\$1,200.00	0.00					
E 31	WKMG	09/10/12	09/10/12	M-F David Letterman	CM	1136p-1238a	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----			1		\$500.00	0.00					
E 32	WKMG	09/07/12	09/07/12	M-F David Letterman	CM	1136p-1238a	----1--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	----1--			1		\$500.00	0.00					
E 33	WKMG	09/10/12	09/10/12	Morn News at 5a	CM	5-530a	1-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
				Morn News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/10/12	09/16/12	1-----			1		\$275.00	0.00					
E 34	WKMG	09/07/12	09/07/12	Morn News at 5a	CM	5-530a	----1--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
				Morn News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/03/12	09/09/12	----1--			1		\$275.00	0.00					
E 35	WKMG	09/07/12	09/07/12	Morn News at 530a	CM	530-6a	----2--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Morn News at 530a											



WKMG

Print Date: 09/13/12

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Contract / Revision

258466

Flight Dates 09/07/12-09/10/12

Hiatus Dates

Original Date / Revision 09/06/12/ 09/13/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **57**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	WKMG	09/07/12	09/07/12	Morn News at 530a Morn News at 530a	CM	530-6a	----2--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--					2	\$400.00		0.00			
E 36	WKMG	09/10/12	09/10/12	Morn News at 530a Morn News at 530a	CM	530-6a	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$400.00		0.00			
E 37	WKMG	09/07/12	09/07/12	US Open Fri US Open Fri	CM	1230p-6p	----4--	:30	4	\$350.00	LUR	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----4--					4	\$350.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3		WKMG	09/03/12-09/09/12	US Open Fri			1230p-6p	-----F----	:30	(\$350.00)		0.00	NM		
		Credited [3950 CREDIT]													
E 38	WKMG	09/07/12	09/07/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--					1	\$4,000.00		0.00			
E 39	WKMG	09/08/12	09/08/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2-					2	\$250.00		0.00			
E 40	WKMG	09/08/12	09/08/12	Women's Final Women's Final	CM	Sat 8p-10p	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$2,000.00		0.00			
E 41	WKMG	09/08/12	09/08/12	Women's Final Women's Final	CM	Sat 8p-10p	-----1-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$2,000.00		0.00			
E 42	WKMG	09/08/12	09/08/12	Sat Prime 9p No Show/See US Open V	CM	9-10p	-----2-	:30	2	\$3,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2-					2	\$3,000.00		0.00			
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1		WKMG	09/03/12-09/09/12	Sat Prime 9p			9-10p	-----Sa--	:30	(\$3,000.00)		0.00	NM		
		See MG 42.4													
2		WKMG	09/03/12-09/09/12	Sat Prime 9p			9-10p	-----Sa--	:30	(\$3,000.00)		0.00	NM		
		See MG 42.4													
4		WKMG	09/10/12-09/10/12	Mon Prime 10p			10-11p	M-----	:30	\$6,000.00		0.00	NM		
		Ⓜ MG for 42.1,42.2													
E 43	WKMG	09/08/12	09/08/12	Sat Prime 10p 48 Hours Mystery	CM	10-11p	-----1-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1-					1	\$3,000.00		0.00			
E 44	WKMG	09/08/12	09/08/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2-					2	\$1,200.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	WKMG	09/08/12	09/08/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----3-	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----3-		3				\$100.00		0.00			
E 46	WKMG	09/09/12	09/09/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----3	:30	3	\$125.00	P-2	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----3		3				\$125.00		0.00			
E 47	WKMG	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2		2				\$1,200.00		0.00			
E 48	WKMG	09/09/12	09/09/12	1030-1130a Face Nation Face The Nation	CM	1030-11a (10:30 AM-11:30 AM)	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$1,200.00		0.00			
E 49	WKMG	09/09/12	09/09/12	NFL TODAY NFL TODAY	CM	various (11:58 AM-1:00 PM)	-----1	:30	1	\$750.00	LUR	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$750.00		0.00			
E 50	WKMG	09/09/12	09/09/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----3	:30	3	\$3,300.00	LUR	0.00	NM	3	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----3		3				\$3,300.00		0.00			
E 51	WKMG	09/09/12	09/09/12	Men's Final Men's Final	CM	Sun 4p-7p	-----3	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----3		3				\$3,000.00		0.00			
E 52	WKMG	09/09/12	09/09/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1		1				\$7,000.00		0.00			
E 53	WKMG	09/09/12	09/09/12	Sun 11p News Sun 11p News	CM	11-1135p	-----2	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----2		2				\$1,200.00		0.00			
E 54	WKMG	09/07/12	09/07/12	530-6p The Insider Insider	CM	530p-6p	----1--	:30	1	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----1--		1				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/03/12-09/09/12		530-6p The Insider		530p-6p	-----F----	:30		(\$500.00)		0.00	NM		
Credited															
E 55	WKMG	09/10/12	09/10/12	530-6p The Insider Insider	CM	530p-6p	1-----	:30	1	\$500.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----		1				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		530-6p The Insider		530p-6p	M-----	:30		(\$500.00)		0.00	NM		
Credited															
[M4]															

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 56	WKMG	09/10/12	09/10/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	1-----	:30	1	\$800.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1-----					1	\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		M-F 7:30-8p Inside Ed		730-8p			M-----	:30	(\$800.00)	0.00	NM		
Credited [3950 CREDIT]															
N 57	WKMG	09/09/12	09/09/12	1030-1130a Face Nation Face The Nation	CM	1030-11a (10:30 AM-11:30 AM)	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----1					1	\$1,200.00		0.00			
N 58	WKMG	09/10/12	09/10/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$500.00		0.00			
N 59	WKMG	09/10/12	09/10/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$350.00		0.00			
N 60	WKMG	09/07/12	09/07/12	M-F David Letterman David Letterman	CM	1136p-1238a	----F--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					2	\$500.00		0.00			
N 61	WKMG	09/10/12	09/10/12	M-F David Letterman David Letterman	CM	1136p-1238a	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$500.00		0.00			
N 62	WKMG	09/08/12	09/08/12	Sat 1135p-1205a Inside Edition Wknd	CM	1135p-1205a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
N 63	WKMG	09/09/12	09/09/12	Sun 1135p-1235a Without a Trace	CM	1135p-1235a	-----S	:30	1	\$150.00	LUR	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$150.00		0.00			
N 64	WKMG	09/10/12	09/10/12	Men's Final Men's Final	CM	4p-7p (3:58 PM-6:30 PM)	M-----	:30	4	\$1,025.00	P-2	0.00	NM	4	\$4,100.00
Totals														87	\$83,025.00